

## Exploring the Effects of Globalization on Social Development: A Study of Punjab, Pakistan

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### Abstract

Globalization is a multidimensional concept that relates to the various aspects of life such as social, cultural, political and economic. The social perspective of globalization means an exchange of cultural values and ideas that contribute to the global culture. However, it is still unclear to decide, whether globalization brings various communities close to each other or creates a gap between them. Although, globalization relates to better living standards of people but also leaves some negative impact on their social life. Therefore, the present research aimed to investigate the relationship between globalization and social developments of Pakistan. A household survey from 480 respondents was conducted from three districts of Punjab, Pakistan by using the multi-stage sampling technique. The analysis shows that globalization has introduced the new trends in the education, health and economic domain. The overall findings show that globalization has a positive correlation with the social development of Pakistan.

**Key words:** Globalization, education, health, democratic, development

### Introduction

The present study is an attempt to explain how the process of globalization has influenced the social development. Globalization has become an important area of research for the contemporary researchers in the domain of demographic transition, economic development, media, information technology and social development (Fahey and Gale, 2005). Current picture of globalized world portrays the exact situation of developed and developing nations where youth is experiencing their life and values that is different from their parents, grandparents and forefathers (Arnett, 2005).

Globalization refers to the interconnectivity of the world and this connectivity has made the world a global village. Furthermore, it creates the complexities in political, cultural, social and economic belief systems on which man has become dependent. Globalization has practically been influenced everyone in the world through transport, trade and correspondence. Moreover, man's exercises on the globe are altogether and situated on a single platform (Rabbanee et al., 2010).

The worldwide technology and effectiveness has been increased by globalization through readability of fast communication and consumption of popular products. It is concerned with the international relations on different levels such as social, political, culture and economics. As culture is adapted from ever-changing international community, diplomats, politicians and culture representatives deal with the needs and demands of nations.

Statistic shows that Gross Domestic Products in developing countries has expanded twice as much as some time recently. Education has increased and unemployment is decreased. The vital information of the cooperation's and individual is to be shared around the world due to increase in the fast communication. Environmental protection is increased in developed countries due to globalization. Income gap between developing and developed countries, unequal distribution of wealth are the some negative impact of globalization. Therefore, the wealth of developed nations grows twice as compared to developing nations.

Another negative impact of globalization is wages for labor of developing countries are low, that can be justified with the fact that skilled worker get more wages in developed countries than the labor of developing countries. It created the unequal distribution of the wealth in the world.

According to Leiber and Weiberg (2002) the overall prevalence of globalization had changed from a “relentlessly optimism” to a more skeptical one, focusing global terrorism. This event also had a major impact on the socio-political environment of Pakistan. As a result of this, Pakistan became a front line partner of USA in its war against terrors, because of its geo-political location (neighboring Afghanistan when the main insurgency was taking place) with this back ground, Pakistan society has experienced major socio-political changes such as:

- i- The increasingly leading role of media and telecommunication, particularly throughout the Mushraf era because of liberal policy approved towards the electronic media and print media, and cable/satellite channels are mushrooming in Pakistan.
- ii- Appearance of consumer culture as a result as a result of dominant of media in society.
- iii- A change in gender relations and gender role perceptions.
- iv- Dramatically variation in the education, health and politics.
- v- Revivals of development approaches and focus on human development.

Globalization has impact on the family structure all over the world. The family, being element of the society, absorbs the custom, values and tradition from the mainstream culture. The socio-economic status as well as the exiting dominant political forces, play a significant role in formulating norms and values of any society (Chughtai, 2007).

In the above context following were the objectives of this research.

- To ascertain the Socio Economic Characteristics of the respondents;
- To find out the effects of globalization on social development.

### **Methodology**

Methodology can refer to the science that studies the method of problem solving. It also based on the scientific paradigm. It can properly refer to theoretical analysis of the methods appropriate to a field of study or to the body of methods and principles particular to a branch of knowledge. It also helps us to describe and explain research design and techniques of the research. The validity and the precision of the findings of a study may give a misleading picture unless the study has not been put to rigorous and scientific methodology (Neuman, 2001).

This study aims at to explore the effects of globalization on social development. The study was conducted from districts of Punjab province.

Multi stage sampling was used for the selection of respondents. At first stage three districts (one from each region) i.e. Faisalabad, Gujrat and Bhakkar were selected from Punjab through simple random sampling technique. At second stage three tehsils from Faisalabad two tehsils from Gujrat and one tehsil from Bhakkar were selected by simple random technique again. At third stage two union council (one rural and one urban) were selected randomly from each selected tehsil, at fourth stage one village/mohalla was selected randomly from each selected union council and at fifth stage 480 (40 from each village/mohalla) respondents were selected through systematic randomly sampling technique.

Data were collected through well-organized interview schedule consisted of close and open ended questions regarding the research objectives. Descriptive and inferential statistical methods were applied for data analysis.

## Results and Discussion

**Table 1: Socio-Economic Attributes of the respondents (n = 480)**

Socio-economic Attributes	<i>f</i>	%
<b>Residential status</b>		
Rural	240	50.0
Urban	240	50.0
<b>Age categories (Years)</b>		
18-28	82	17.1
29-38	143	29.8
39-48	151	31.5
49-58	86	17.9
59-68	10	2.1
69 and above	8	1.7
<b>Educational level</b>		
Illiterate	34	7.1
Literate	67	14.0
Primary pass	95	19.8
Middle pass	86	17.9
Matriculation	90	18.8
Intermediate	52	10.8
Graduation	42	8.8
Post-Graduation	14	2.9
<b>Family Type</b>		
Single	35	7.3
Nuclear	189	52.4
Joint	191	26.8
Extended	65	13.5
<b>Household income</b>		
5000-10000	61	12.7
10001-15000	80	16.7
15001-20000	109	22.7
20001-25000	65	13.5
25001-30000	80	16.7
30001-35000	48	10.0
35001 and above	37	7.7
<b>Wealth quintile</b>		
Poor	127	26.5
Middle	276	57.5
Rich	77	16.0

A tabulated summary of all socio- economic attributed collected from the respondent during survey is presented in this table.

Residential status of the respondents is an important indicator as it shows the attitude toward the effects of globalization on social development. The attitude of the urban and rural respondents is

different so both types of the areas were selected for the study. The data in the table show that 50 percent respondents belonged to rural areas and 50 percent are from the urban areas.

The respondent's age is classified into six categories but it is concluded that there is an insignificant proportion of respondents belonging to lower age group 18-28 years at 17.1 percent and on the higher age group 69 years and above it was only 1.7 percent. Therefore, it can be said that the majority of respondents belong to middle age group (29-68 years).

Globalization introduced the new teaching method in primary and secondary education as well as in technical education. To know the educational level of the respondents, the respondent's education was divided into eight categories. The analysis of the data reflects that 19.8 percent respondents were primary pass, 14.0 percent respondents were literate, 18.8 percent of the respondents were pass the matriculation level, while 7.1 percent respondents were illiterate 10.8 percent respondents were intermediate 8.8 percent of the respondents were graduates and only 2.9 percent respondents were post-graduate.

Literacy in urban areas is higher than the rural areas, according to Pakistan Social and Living Standards Measurement (PSLM) Survey 2013- 14 literacy rate in urban areas is 74 percent and in rural areas is 49 percent. Province wise the Punjab leads with 61 percent, Sindh 56 percent, KPK 53 percent and Baluchistan 43 percent (Govt. of Pakistan, 2012).

The nuclear family system is promoted by the globalization in few years. There are different factor that become the changing force from joint family to nuclear family system like global cultural influences, migration (rural to urban), employment, child care incentive form government. These social and economic aspects change the traditional joint family system to nuclear system in the world (Dseilva, 2003) the result shows a similar trend. There were about half of the respondents 52.4 percent belong to nuclear family, 26.8 percent respondents belongs to joint family systems and only 13.5 percent respondents were belong to extended family type. Majority lived in nuclear family system in the study area.

In above table 1 data reveals that more than half of the respondents 57.5 percent belonged to middle class, 26.5 percent of the respondents were poor and only 16 percent were belonged to rich class. An insignificant proportion of the respondents showed their household income to be on the lowest which was Rs. 5000-10000 per month only (12.7 percent) and on the highest side 35000 and above it was only 7.7 percent. Therefore, It can be said that majority of the respondents belong to middle income households. It can be checked by the wealth quintile, more than half of the respondents belong to middle class.

The person's perception and attitude have influence on the different issues of life due to economic status. It is important factor that influence the perception of the individual. The family standard was determined from the economic position in the past. Breadwinner was mostly determined (Goldthropes, 1983) or the highest occupational adult. But today this can be used to measure the permanent income of household. The economic status is deal with all aspects of livelihood even in all decision making related to any issue (Diprete & McManus, 2000).

#### ***Views about Effects of globalization on education***

The data in the table 2 shows the effects of globalization on the access to education. Results show that 35.8 percent respondents said that access to education has been increased to great extent due to globalization and 48.3 percent respondents said that access to education has been increased to some extent due to globalization while the remaining 15.8 percent said that globalization did not increased the access to education.

**Table 2: Effects of globalization on educational aspects (n=480)**

<b>Educational Aspects</b>	<b>To great extent %</b>	<b>To some extent %</b>	<b>Not at all %</b>
Globalization increased access to education	35.8	48.3	15.8
Globalization motivates in choosing good educational	53.3	32.1	14.6
Globalization improved quality of education in the area	34.6	51.9	13.5
Technical education increased due to globalization	33.1	43.3	23.5
Change in enrollment of children due to globalization	43.8	22.1	34.2
Enhancement in education of any household member due to globalization	39.8	39.8	20.4
Literacy rate has increased due to effects of globalization	40.6	37.3	22.1
People are getting higher education due to globalization village effect	37.3	51.5	11.2
Globalization motivated for getting the education from abroad	30.8	54.4	14.8
Globalization affects the educational activities of Pakistani society	55.6	39.2	5.2

Hussain, (2003) concluded that the education is the first priority in Pakistan because the mass of Pakistan accept and aware about the role of education in human life and up gradation of the human development. Now political agenda in all over the world and other developmental institute focus on the education due to role and importance of education. But in Pakistan there is no significant amount for the education and its progress. There is need to specify more budget on education, for access and quality of education.

About half of the respondents 53.3 percent said that globalization motivated to great extent for choosing good education institute for the their children and 32.1 percent of the respondents replied that globalization motivate them to some extent for choosing the good educational institute for their children while 14.6 percent said that globalization did not motivate them for choosing good educational institute for the children. It shows that globalization influenced the respondents for the selection of good educational institute for their children and also led to the changing trend about the education of the children. The motivation for the selection of good educational institute shows for their children the positive effects of globalization on access to education.

The literature shows that due to globalization the quality of the education has improved due to competition in the educational institutions. The data in the table 5.7 depicts 34.6 percent respondents said that quality of education in primary and secondary schooling has improved in area due to impact of globalization up to great extent and 51.9 percent respondents replied that quality of the education has improved in the area due to globalization up to some extent while 13.5 percent said that there is no effect of globalization on quality of education in primary and secondary schooling in the area.

Globalization in the world of education systems is a reality. Its influence on education systems is slightly inquisitive since through an unexpected inconsistency it concurrently determinations institutions closer by hopeful the formation of boarder free partnership but also drives those apart since it encourage competition among universities from both collectivistic countries. The competition is actually aggressive since all schools express the same longing to inaugurate in international acknowledgment and to provide their students with the best globalized knowledge (Currie *et al*, 2003).

Table 2 depicts that 43.3 percent respondents said technical education has increased due to globalization to great extent while 33.1 percent respondents replied that technical education has increased to some extent due to globalization and 23.5 percent said that globalization did not increase the technical education among education.

Table 2 reveal that 43.8 percent respondents said enrollment of children changed in Pakistan due to globalization to great extent while 22.1 percent reported that enrollment has changed to some extent due to globalization and remaining 34.2 percent said there is no change in enrollment due to globalization.

There are about 88 percent public institutes and 12 percent private educational institutes working in Pakistan according to the Educational Survey of Pakistan for the year 2013-14.

For early or initial level education public sector educational institute are working in rural areas in all over the Pakistan that make a major contribution in primary level education. The enrollment of primary level students is higher in public sector then private sector in rural areas of Pakistan. Globalization has influence the all aspects of the educational activities, it create a favorable environment for the education due to competition and new methods in education.

The results in the table 2 indicate that 39.8 percent respondents said that globalization has increased the education of any one household member to great extent and 39.8 percent said that education of any household member is enhanced to some extent due to globalization, while 20.4 percent said that educational level of their household member did not enhance due to globalization.

Table 3 presents the effects of globalization on literacy rate in the area. Results show that 40.6 percent respondents said that literacy rate in the area has been increased to great extent due to effects of globalization, 37.3 percent said that literacy rate in the area has been increased to some extent and 22.1 percent said that literacy rate did not increased in the area due to globalization.

Higher education is much influenced by the globalization because of the changing trends and use of ICT. The results from the present study shows that 37.3 percent respondents said peoples are getting higher education in area due to globalization 'to great extent' and about half of the respondents 51.5 percent said that peoples are getting higher education in area due to effect of globalization to some extent and remaining 11.2 percent said that globalization did not affect the higher education. Cavanagh and Mander (2004) found globalization is categorized finished the harmonization and competition that occurs amid different states round the world. As a consequence, higher education being distinct on a countrywide scale became part of the competition, meaning a market place was set for higher educational systems where they are asked to act in their government's interest.

Globalization has increased the importance of higher education an better job opportunities for both young men and women, introducing the concept of 'Emerging adulthood' (Desilva, 2003)

Table 3 shows that 30.8 percent respondents said that globalization motivated for getting the education from abroad to great extent and most of the respondents 54.4 percent said that globalization motivated for getting the education from abroad to some extent and remaining 14.8 percent said that globalization did not motivate for getting education from abroad. Currie *et al*. (2003) found some famous cases of educational globalization. They stated that global exchange programs, internet

or online study, projects and international visits and research activities across the world, the sharing of knowledge through the publications of research articles, different partner across the border, interaction of the institution and communities that broad the vision related to the educational issue around the world and also the interaction of the individual with the institution are mostly found in the organization of Europe. These examples also found in the Asian countries, Anglo countries, American countries Western Europe by following the programs on universities website. By visiting the university website can be find out the different online programs. The locally and internationally universities have the partner that work in group for the educational activities. The partner of the organization and their student and staff motivated the students and people around the world for different new programs and share the learning experience. Since from the globalization international partners have common concern with each other they work together for their own benefits and educational activities.

Table 2 revealed that 55.6 percent of the respondents agreed that globalization affects the educational activities of Pakistani society to great extent while 39.2 percent said that globalization affects educational activities to some extent and remaining 5.2 percent said that there is no effect on educational activities due to globalization.

Due to interaction of the countries there is change in internal and external environment of the universities. This change occurs on higher level due to globalization. However it has been changed the educational institutions structure as well as the curriculum and teaching style. Saeed et al. (2015) revealed that especially the primary level education all aspects of educational activities are changed from manual to use of ICT, it effects the on teaching methods as well as on the environment of the classrooms. However it changes the teaching method and also use of whiteboards in schools. Due to use of internet and communication system the awareness is very easy in the whole world. Globalization gives the new things and knowledge about the use of ICT that directly or indirectly affects the educational activities. There are new trends in educational institutes like the use of equipment's, labs, learning material and new teaching methods in Pakistan.

**Table 3: Perception of Respondents about Health related aspects (n=480)**

Health related aspects	To great extent %	To some extent %	Not at all %
Globalization has increased public healthcare facilities	34.6	56.5	9.0
Access to healthcare facilities increased due to globalization	39.2	50.0	10.8
Satisfaction with the quality of reproductive healthcare facilities provided at government hospitals	26.9	41.9	31.2
Globalization has motivated for choosing the better treatment	51.0	38.8	10.2

Table 3 shows that 34.6 percent respondents said that globalization has increased the public health care facilities in the area to great extent and 56.5 percent respondents said that to some extent increase in the public healthcare facilities due to globalization and 9.0 percent said that globalization did not increase the public healthcare facilities.

Table 3 shows that the effects of globalization on increase in access to healthcare services. Results depicts that 39.2 percent respondents said that globalization has increased the access to healthcare services to great extent and 50.0 percent respondents said that globalization has increased

the access healthcare services to some extent while the remaining 10.8 percent said that globalization did not increase the access to healthcare services.

Another significant angle is the connection among connectivity of world and the funding and organization of the government health services and infrastructure of private health services, and related framework, which characterize together the amount, scope (dispersion), and quality of their outcome. Contributors in health status are roads and communications, quality of housing, potable water, sanitation and infrastructure.

The table 3 shows that 26.9 percent of the respondents said that they are satisfied up to great extent with quality of reproductive healthcare facilities provided by the government in the area and 41.9 percent respondents satisfied up to some extent with quality of reproductive healthcare facilities provided by the government in the area while 31.2 percent respondents are not satisfied with the quality of reproductive healthcare facilities provided by the government.

The health status of family is depending upon the good health women. Women good health takes key role in the family health status because females are considering the care provider for the aged and children. In the most of the countries mother/child problems are very common so there is need to focus on the reproductive health. Women have health issues at different age. Health and nutritional problems are due to unhealthy environment and insufficient health services (Kaur & Sinha, 2011).

Table 3 reveals that half of the respondents (51.0 percent) said that globalization motivated them for choosing better treatment for household members to great extent while 38.8 percent respondents reported that globalization motivated them to some extent and 10.2 percent respondents said that globalization did not motivate them for the choosing of better treatment for household members. Only 12.7 percent said that their household members are affected by the serious disease and majority of the respondent (87.3 percent) said that their household members are not adversely affected by serious disease. This indicates that due to globalization and introduction of the treatment of serious disease, rate of serious disease reduced and improved the health status of the respondents.

#### *Effects of Globalization on Politics*

There are multidimensional impacts by the Globalization across the globe. It has changed the view or thinking of the people living anywhere in the world. Political, economic and cultural changes are found all over the world due to globalization. It has directly or indirectly influenced on the politics of Pakistan as well. Some of the aspects related to effect of globalization on politics as reflected by respondents are given below:

**Table 4: Effects of globalization on political aspects (n=480)**

<b>Political Dynamics</b>	<b>To great extent %</b>	<b>To some extent %</b>	<b>Not at all %</b>
Political parties giving chance to young generation articulate their political demands	21.2	38.5	40.2
Women participate in the politics due to globalization effects	46.7	37.5	15.8
Pakistan becomes more democratic due to globalization	33.1	48.5	18.3
Political parties are internally democratic due to globalization	23.3	38.8	37.9
Globalization has affected on legislation of Pakistan	45.8	41.9	12.3



Table 4 depicts that about one fourth 21.2 percent respondents said that political parties are giving young generation a chance to articulate their political demands to great extent and 38.5 percent said that political parties are giving young generation a chance to articulate their political demands to some extent while most them 40.0 percent said that political parties are not giving young generation a chance to articulate their political demands

Civil society institutions, political and legal are affected by the Globalization, it damaging the democracy and practices as well as its ability to implement the policies for the poverty and health by the democratic government. On the other hand it is matter for the lower class whether they are empower, participation and capabilities to access the political assets in democratic government or not. Good governance and democracy have the positive relation for the social welfare and development. Social welfare in any country directly or indirectly associated with control of corruption, liability, transparency, implementation of laws, freedom of speech, political participation and effective voice. This is the democracy and good governance for all the classes predominantly for poor in a country. Negative impact on poor and unequal distribution of wealth is due to bad governance (Thomas et al., 2000).

The data in the table 4 indicates that 46.7 percent respondents reported that women participate in the politics due to globalization effects to great extent and 37.5 percent said that globalization effects the women participation in politics to some extent while 15.8 percent said that globalization did not affect the women political participation.

World is advance and clear democratic ruling from since the end of the 1980s (Cure et al., 2000). In the present study 33.1 percent of the respondents said that Pakistan is more democratic due to effects of globalization village to great extent and 48.5 percent said that Pakistan is more democratic due to globalization to some extent while 18.3 percent of the respondents said that globalization did not affect the women political participation.

Table 4 reveals that 23.3 percent respondents believe that political parties are internally democratic due to globalization intervention effects to great extent and 38.8 percent respondents said that political parties are internally democratic due to globalization intervention effects to some extent while 37.9 percent respondents said that political parties are not democratic due to intervention effects of globalization.

Table 4 depicts that 45.8 percent of the respondents said that globalization has affected on legislation of Pakistan to great extent and 41.9 percent respondents said that globalization has affected the legislation of Pakistan to some extent and 12.3 percent said that globalization has not affected the on legislation of Pakistan.

The table 5 shows the value of correlation coefficients indicating degree of inter correlation among the major predictor variables and outcome variables. The value of correlation coefficients for independent variables such as area of resident, age, education, family type, income, ownership of car, ownership of AC, possessing of TV and possessing of computer/laptop and wealth quintile associated with the dependent variable. All these variables were significant at five percent level of significance except family type. A similar type of relationship had been identified in bivariate analysis.

It has been argued that bivariate analyses and descriptive are suitable as first-hand analysis to understand phenomena being investigated. However, at bivariate analysis, it is difficult to identify the confounding effect of different explanatory variables in predicting the response variable. Explanatory powers of independent variables cannot be find out by the bivariate analysis. This can only possible to determine with multivariate analysis. The part of this chapter deals with multivariate analysis which identifies relative importance of each independent variable in explaining the dependent variable (Social development through globalization).

**Table 5: Pearson Correlation Coefficient test showing relationship between predicting (background and intervening) and response (Social development) variables**

Independent variables	Correlation coefficients	P-value
Area of residence	.426	.000**
Age of respondent	.286	.000**
Educational level	.254	.000**
Family type	.082	.072 <sup>NS</sup>
Income	.184	.000**
Ownership of Car	.168	.000**
Ownership of A.C	.102	.026*
Possessing of TV	.157	.000**
Possessing of Computer/ laptop	.226	.000**
Wealth quintile	.344	.000

*Dependent variable: Social development through globalization*  
*NS=Non-significant, \* =Significant (at 5%), \*\* =Significant (at 1%)*

### Conclusions

Globalization is the multidimensional phenomena that have affects all aspects of the life in the world. However, findings from the present study show that globalization affects all the aspects of social development in the selected areas. It has some positive effects on social development in Pakistan. But due to globalization youth is shifted in to individual from the friend and family. Peoples are disintegrated or alienated from the society. The use of mobile phone culture has facilitated interaction with friends, relatives and neighbors however it has also minimized face to face interaction leading to family deficit. Therefore, social attributes are changed due to globalization and introduced the new trends. Furthermore, the traditional values of Pakistan have changed to some extent. Globalization has increased the importance of attaining higher education and better job opportunities for both males and females. Educational aspects like access to education, quality of education and study from the abroad is the result of globalization. It is concluded from the finding that globalization has increased the literacy rate and provide opportunity to get education from abroad, technical education is now emerging trend in Pakistan. Government and private institution are focusing on the technical education. It is observed from literature and finding of the study that the marriage customs also have changed, the desire to attain economic progress has introduced the culture of delayed marriage and lesser number of children. However, the present study shows that change experienced by the different aspects of social development due to globalization. The desire for the progress has brought change in the attitude and values of people. Some important aspects of the change being experienced by the social development in Pakistan: increasing the trends towards educational activates, gradual acceptance of female in politics, increase in higher education for both male and female, conscious about the health related aspects like treatment from the specialized or qualified doctor etc. Globalization, apparently promote the freedom of speech. As a result globalization have positive role in the social development in Pakistan by significant change in the education, health, politics and economic development.

### Recommendations

On the basis of results and discussion the following Recommendations are made;

- i. The use of modern technology should be adopted in the education and importance should be given to the educational policies to help youth to accept diversity, while respecting their own values.
- ii. New trends and methods of treatment should be adopted for the treatment of incurable diseases and eradicate the health problems. The sources and budget should increase for the health because the lack of sources and budget, health department cannot purchase the advanced equipment as well as the advance technology in the hospitals as compared to the other countries.
- iii. Practical Socio-Economic policies are needed to impart confidence among people for their proactive and positive role towards developing their own society and country.
- iv. If the globalization is not threat for the local culture then may it succeed; consequently, the agents of globalization should ensure acceptance of cultural values prevailing in different societies. The values that spread from different cultures must be duly respected for the success in creating homogeneous culture
- v. More advanced technology and progressive behavior lead to the social development. So there should be need to adopt more advance technology and apply according to the acceptance of the local community.

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